

Message Text

UNCLASSIFIED

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ACTION NEA-05

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R 280540Z MAR 74

FM AMEMBASSY TEHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 5895

UNCLAS TEHRAN 2414

FOR HALE BIC/OIM

E.O. 11652: NA

TAGS: BEXP IR

SUBJ: JUNE JEEP

REF: HALE/KELLY TELCON

1. SINCE JEEP SCHEDULED FOR JUNE HAS BEEN CANCELLED TC OFFERS ALTERNATE SUGGESTIONS FOR YOUR CONSIDERATION OF THEMES WHICH MAY BE PROCURABLE ON SHORT NOTICE SINCE POTENTIAL EXHIBITORS ARE FAMILIAR WITH TC PROGRAM. CONSIDERATION IS ALSO GIVEN TO SMALL ITEMS WHICH ARE NORMALLY AIRSHIPPED OR CAN BE HANDCARRIED.

2. MILAN TC HAD A VERY SUCCESSFUL SECURITY EQUIPMENT SHOW IN FEBRUARY AND NO OTHER EVENT ON THIS THEME APPEARS TO BE SCHEDULED FOR 1974. A JUNE JEEP IN TEHRAN MAY BE ACCEPTABLE TO 8 OR 10 EXHIBITORS FROM THIS EXHIBITION. PRODUCTS LISTED BY THE FOLLOWING EXHIBITORS IN THE MILAN CATALOG APPEAR TO BE VIABLE IN IRAN MARKET. THESE FIRMS WOULD ALSO BE NTM TO THE BEST OF OUR KNOWLEDGE. ADVANCED DEVICES LABORATORY BEING NUMBER 1 (ONE) THE OTHERS ARE NUMBERS 2,3,4,5,9,10,11,17, 18,19,22,23,25,26,28,30,31,32,34,36,37,38,39,41 AND 43. SUCH A JEEP MAY PROVE A GOOD TEST OF THE MARKET IN ADVANCE OF A FULL SHOW AS PROPOSED FOR SPRING 1975.

3. ANOTHER SUGGESTED THEME WHICH MAY BE PROCURABLE ON UNCLASSIFIED

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SHORT NOTICE IS HAND AND POWER TOOLS FOR THE BUILDING

TRADE. WITH THE BUILDING BOOM, AND GENERAL INDUSTRIAL AND COMMERCIAL PROGRESS THERE IS A GROWING REQUIREMENT FOR QUALITY TOOLS. EVIDENCE OF A MARKET FOR HAND AND POWER TOOLS CAN BE CONFIRMED IN THE HOUSING AND BUILDING STUDY AND AUTOMOTIVE RESEARCH.

4. OTHER VIABLE THEMES ARE METEOROLOGICAL TEST INSTRUMENTS AND WATER TEST INSTRUMENTS. THESE, HOWEVER, MAY BE MORE DIFFICULT TO PROCURE ON SHORT NOTICE.
HELMS

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